

Media Release

1 Million Tourists Generated

Today DISCOVER WEST celebrates the 1,000,000th visitor that it has generated.

Peter and Lorraine Hay of Brisbane booked an extensive 12 day Self-Drive Holiday throughout Western Australia to become the 1,000,000th and 1,000,001st visitors generated by the Company.

The booking was made by Jetset Ipswich, Queensland via their Travel Consultant Mellissa.

On hearing the news, Jetset Manager Sharon Jones exclaimed: "How exciting for Mellissa to have booked the one millionth DISCOVER WEST client from the other side of the country." She continued "Mr and Mrs Hay have booked a wonderful itinerary, visiting Broome, then self driving to the Karijini, the Ningaloo Reef, Monkey Mia, Kalbarri and Perth. They will enjoy the basket of goodies from DISCOVER WEST".

DISCOVER WEST Group Managing Director, Nathan Harding said "It is with great humility that we look back at our achievements, but our team is especially proud of the economic, employment and social benefits that those million tourists have provided, particularly to the regional areas".

Mr & Mrs Hay will have a special gift waiting for them when they arrive at their Broome hotel. Mellissa of Jetset Ipswich has a bouquet of beautiful flowers on its way.

The busy team at DISCOVER WEST & DISCOVER AUSTRALIA will stop briefly today to celebrate and recognise the contributions of everyone in this historic accomplishment.

This milestone achievement comes after a series of major developments for the Company, such as the great success and strong growth of DISCOVER AUSTRALIA and the rapid adoption of its new Dynamic Flight Packaging technology.

The Company is privately held. If it were listed on the ASX it would be in the top 35% of listed companies. More at www.discoverAustralia.com.au and www.discoverWest.com.au.

Ends.

16 November, 2010

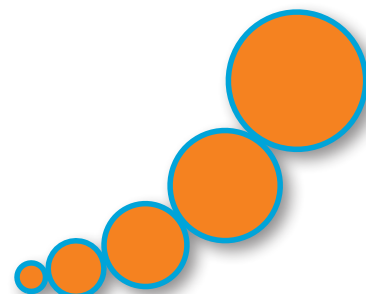
For immediate release.

Company Fact Sheet follows.

For comment or quotes from Nathan Harding please contact:

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Company Fact Sheet

Overview

Inbound-Wholesale holiday company generating 150,000 tourists per year for Australia and continuing to grow at a strong rate.

- Distributes holiday packages via 4,000 household-name retail travel partners throughout Australia and 1,000 overseas.
- Produces and broadly distributes various printed holiday brochures.
- Operates 2 of the most popular tourism websites in Australia (discoverAustralia.com & discoverWest.com).
- Promotes Australia via a \$2+ million advertising spend.
- Provides online booking facilities for State government tourism websites (visitmelbourne.com, southaustralia.com, discovertasmania.com, westernaustralia.com, visitvictoria.com).
- Contracts directly with accommodation, airline, car hire and touring suppliers to negotiate the best bulk-buy wholesale deals and live 'instant confirmation' inventory.

Develops all industry leading technology in-house, including live booking engines for accommodation, car hire & tours. Released industry-leading Dynamic Flight Packages in early 2010.

The great Australian success story continues. Strong growth is fuelled by delivering superior value for money and superior service through innovative technology and marketing.

DISCOVER WEST HOLIDAYS

In just ten years DISCOVER WEST has grown to become the Number One provider of holidays to West Australia.

It generates 1 in 5 holiday makers from the eastern states in to Western Australia and 1 in 10 holiday visitors from overseas in to the State.

DISCOVER WEST operates the State Wholesale Programme for Western Australia. It produces and distributes the 130 page "West Australia" Holiday Book.

It is the clear market leader and has more live inventory for sale for Western Australia.

The discoverWest.com website is the most popular website on West Australia.



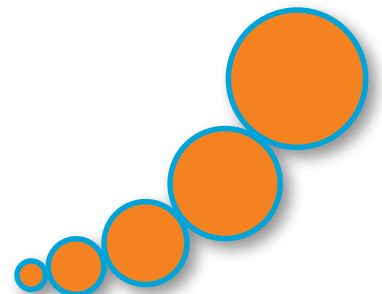
DISCOVER AUSTRALIA HOLIDAYS

Expanding at a very strong rate, in less than 2 years DISCOVER AUSTRALIA has grown to almost the size of the DISCOVER WEST business.

More than 1,500 live accommodation suppliers throughout Australia are now directly connected to DISCOVER AUSTRALIA for 'instant confirmations'.

DISCOVER AUSTRALIA is fast becoming the brand of choice for Australian holidays.

DISCOVER AUSTRALIA produces printed holiday brochures in high volumes and operates the very popular discoverAustralia.com website.



NEW Dynamic Flight Package Technology

This new innovative dynamic Flight Packaging technology has really taken-off since its release early in 2010.

The Company is now electronically packaging special discounted wholesale airfares (cheaper than the fares available on the airlines' own websites, but must be packaged) with its extensive live accommodation inventory. Not only are the packages simple and quick to book they have very compelling price points making for a potent competitive advantage.

This industry-leading dynamic packaging technology has earned the Company great accolades from all corners.

The innovative **Pricing Calendar** was released very recently and enables the very best package deals to be instantly located.

DISCOVER AUSTRALIA was the first wholesaler to connect directly to Virgin Blue's database to bring in live airfare inventory.

The Company is currently finalising the development of the next phases of the ongoing roll-out of this comprehensive Dynamic Packaging technology.



Add flights for an extra package discount.

In-House Technology Development

The Company's own in-house team of software engineers develop all proprietary technology giving the company a significant competitive advantage.

It developed a world first Online Booking System that enables any combination of accommodation, vehicle hire, tours and packages within the same itinerary with a single payment.

This system has since been expanded to include dynamic Flight Packaging and is continually being enhanced to maintain the Company's leading position.



Customer Contact Centre

The cutting-edge technology Customer Contact Centre is located in Perth. The well trained and highly professional team services consumers and agents from around the world.

Major Events

The Company has been awarded exclusive Travel Management Rights for a string of major events, with each event generating up to 10,000 visitors.

Major events handled successfully managed include: Australian Surf Life Saving Championships, FINA World Masters Swimming Championships, World Darts Championships, World Interhash Championships & World Ultimate Championships.



The life of the beach.



NATHAN HARDING

Nathan has grown the Company from very humble beginnings to become one of the largest travel companies of its type in Australia.

Nathan has combined his technology, marketing and business acumen to drive the Company to the forefront of the industry. Despite recent challenging market conditions, Nathan has continued to drive strong growth as well as invest in the future.

Locations

Head Office: Perth, Western Australia

Manila Office: Makati, Manila, Philippines.

Ownership Structure

The Company is privately held and 100% owned by the Harding family. If the Company were listed on the Australian Stock Exchange it would be in the top 35% of companies.

Media Contacts:

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We welcome your requests for general comment or quotes on current news.

